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Milwaukee County Transit System

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MILWAUKEE COUNTY TRANSIT SYSTEM MONTHLY PASS ON SALE NOW

Milwaukee, WI—The Milwaukee County Transit System (MCTS) is offering a new reduced and more convenient fare option for its regular riders. Starting in February--but on sale now--passengers can purchase a pass good for the entire month. The pass retails for \$60 and offers a 25 percent savings over paying adult cash fare and an estimated 9 percent savings over purchasing weekly passes (based on a four-week month).

"During a time when more people are turning to mass transit to save money, we are extremely pleased that we can offer this new option to frequent riders in our community," says Anita Gulotta-Connelly, President and Managing Director of MCTS.

The monthly pass is good for unlimited rides on all regular MCTS routes. Passengers will need to show it to the operator when they board. Those who wish to ride the Freeway Flyer will need to show the pass and pay a \$1.00 fare.

The Milwaukee County Board proposed and approved the monthly pass in their 2009 budget.

"One of my top priorities as a County Supervisor is to make transit as user-friendly as possible," said Supervisor Chris Larson who proposed the pass. "These monthly passes will make it even easier to ride the bus in Milwaukee County. I thank my colleagues on the County Board, as well as the Milwaukee County Transit System for making this great option available to riders."

The pass will be on sale from the second-to-last Tuesday of the month prior through the second Tuesday of the month of the pass. For example the February pass will be for sale January 20 through February 9, 2009. The pass will be distributed at more than 250 outlets; a list of sales outlets can be found online at RideMCTS.com.

The Milwaukee County Transit System operates every day of the week, providing more than 42 million rides each year.

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